



*This helicopter works together with a ground crew to aid in the rescue of isolated and injured victims.*

## HELICOPTER RESCUE TEAM DEMONSTRATES TECHNIQUES FOR COMMUNITY ORIENTED LAS VEGAS K MART

Last Christmas, in a goodwill gesture which greatly enhanced K mart's image in community involvement, Murray McEwen, store manager of K mart 3095, Las Vegas, Nevada, donated a number of Cabbage Patch Kids to the Childrens Ward of Valley Hospital. McEwen was immediately recognized community wide, and at store level customers showed their appreciation at checkouts.

In recognition of K mart's contribution to the hospital, Flight For Life, a helicopter based out of Valley Hospital, landed in the store's parking lot and held a learning class to aid both city firefighters and educate the general public.

The topic of the class was how

ground units and air units can more cohesively work together to save a human life, the capabilities of the helicopter and crew, and procedures ground crews can take to prepare injured persons for rapid transit to a hospital.

In the great expanses Flight For Life must cover, time is always of the essence. The helicopter, unlike ground transport, is only limited to weight restrictions and existing flight conditions such as wind or storm. Ground units are limited by geographical or topographical barriers such as rivers or mountains. The helicopter transcends these barriers with extreme ease to come to the aid of isolated victims. Where ground units are limited to the rigidity of

highways, helicopters can quickly arrive at the scene of an accident and just as quickly transport the injured to medical attention.

The helicopter, like the ground units, is equipped with paramedics to give primary aid and stabilize the patient. But the helicopter, where possible, relies on competent observers on the ground to aid in rescue missions. The ground observer must be able to analyze best landing areas, wind conditions, even clear an area if one is not available for landing. Most importantly of all, though, the ground unit must be able to lead the helicopter to the exact scene of the accident.

Ground features look the same from the air, while trees or build-

ings may obstruct the helicopter pilot's view. The ground unit must be able to home the aircraft directly to the accident scene. Thus the major importance of the learning classes.

Through the use of K mart's parking lot, Valley Hospital can bring the medium of their trade, the helicopter, to the meetings to illustrate first hand limitations and abilities. Valley Hospital, and Flight For Life, need have not picked us to demonstrate the aircraft or hold the meetings. There are many such available locations more convenient, but none of those places are known for their community involvement. K mart 3095 is proud to be known community wide as civically minded and active in community affairs.